



# Unit 5: Digital Storytelling

*IT 7240 - August 1, 2009*

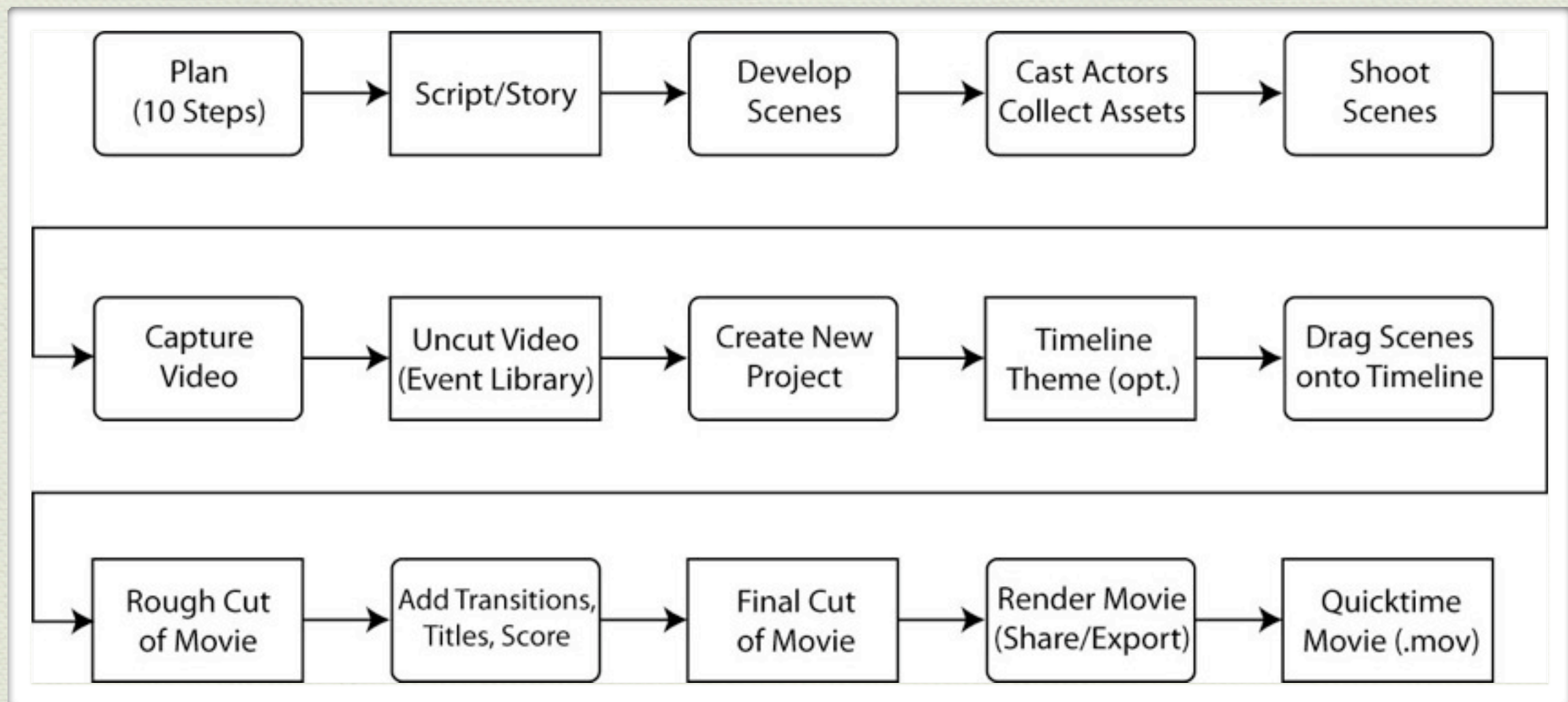


# Agenda

- ◆ Workflow
- ◆ 10 Steps to Tell Your Story Digitally
- ◆ Groups
  - ◆ Decide on a script
  - ◆ Determine the scenes
- ◆ Lights - Camera - Action!
- ◆ Capture - Edit - Render (as a Quicktime .mov file)



# Workflow





# Telling Your Story

...in 10 Steps

## ◆ 1. Know Your Audience

- Age, gender, culture: diverse or similar
- Do you need a bilingual or multilingual production
- Do you need closed captioning for hearing-impaired audiences
- How will the video be viewed: online, large or small TV monitor, portable media player, a variety of devices?
- Where will the video be viewed: home, classroom, auditorium?
- Will you need DVDs to distribute?
- How will you deliver the video online: personal Web site, internal district site, YouTube, other content hosting platform?

## ◆ 2. Set Your Goals

- What is the real purpose of your video production?
- What do you want your audience to take away from the show?
- What do you want them to do with the information?



# Telling Your Story

...in 10 Steps

## ◆ 3. Focus Your Message

- Develop a central theme.
- Develop major sub-sections, grouped and organized.
- Create key messages under each subhead.

## ◆ 4. Tell a Story

- Write down your “plot” — the beginning, middle and end of the story.
- What elements will help you tell your story visually and verbally?

## ◆ 5. Tell it with People

- How can you personalize your product or other central theme with people?
- Who will be your cast of characters?



# Telling Your Story

...in 10 Steps

## ◆ 6. Diversity is Beautiful

- Does your cast (including employees, customers, etc.) reflect your audience?
- Have you been inclusive of appropriate age, gender, ethnic, cultural and racial backgrounds?

## ◆ 7. Appeal to Individual Learning Styles

- What graphics can you employ that will aid communications? (Text, charts, tables, animations, stills or footage.)
- Allow your viewers to both see and hear the message you want to deliver.
- Organize the information for your viewers.

## ◆ 8. Distract Your Audience

- Employ a visually stimulating approach.
- Use a creative approach that is appropriate to the project, but one that keeps the audience engaged.



# Telling Your Story

...in 10 Steps

## ◆ 9. Say it again, Sam

- Introduce the topic, explain the topic, and summarize the topic.
- Introduce stop and review points if appropriate.
- Use text and graphics to reinforce narration.

## ◆ 10. There's more to it than the Bottom Line

- Meet with your production partner or potential partners before asking for a proposal.
- Openly discuss creative approaches, budget constraints and time constraints.



# Group Formation

- ◆ Decide on your Script
- ◆ Determine the scenes you need to record
- ◆ Try to get each group member on camera and behind the camera



# Lights - Camera - Action!

- ◆ Well, maybe forget the lights
- ◆ Go out and record your video, try to get it done in an hour
- ◆ Technique
  - ◆ Composition
  - ◆ Motion
  - ◆ Pan
  - ◆ Zoom
  - ◆ Tilt
  - ◆ Truck



# Edit and Render Movie

◆ Demonstration using iMovie



# Lab

- ◆ Working in groups, plan, shoot, edit, and render movie
- ◆ Upload movie to DPSScienceTeachers Wiki Page